

MISSOURI DIVISION OF TOURISM

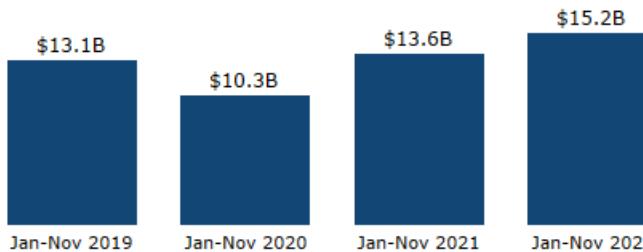
JANUARY 2023 TRAVEL BAROMETER
(DATA AVAILABLE AS OF 2/16/23)



Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

Calendar Year



Jan-Nov 2022
Tourism-Related Sales
Revenue
\$15.2B
▲ 11.7% vs. STLY
▲ 16.3% vs. 2019

Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

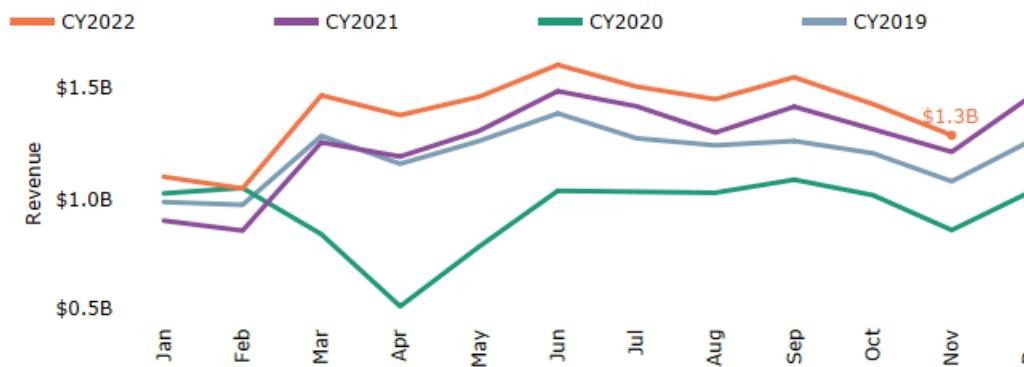
Fiscal Year



Jul-Nov FY2023
Tourism-Related Sales
Revenue
\$7.2B
▲ 8.3% vs. STLY
▲ 18.9% vs. FYTD2020

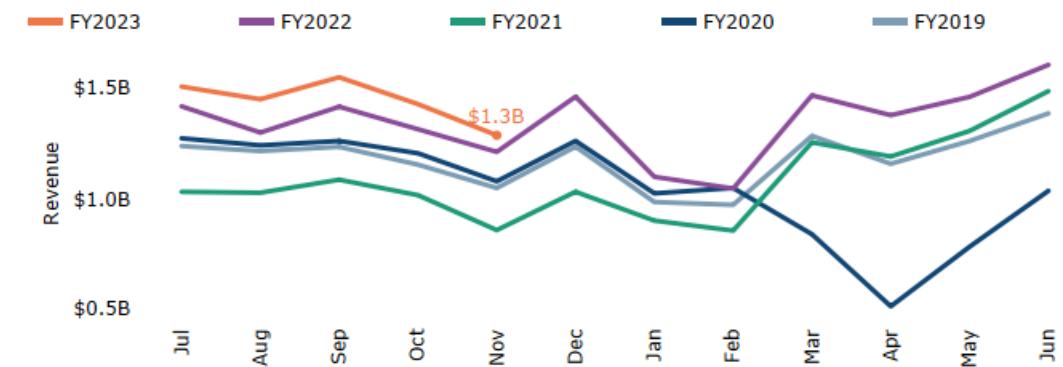
Tourism-Related Sales Revenue by Month

Calendar Year



Tourism-Related Sales Revenue by Month

Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

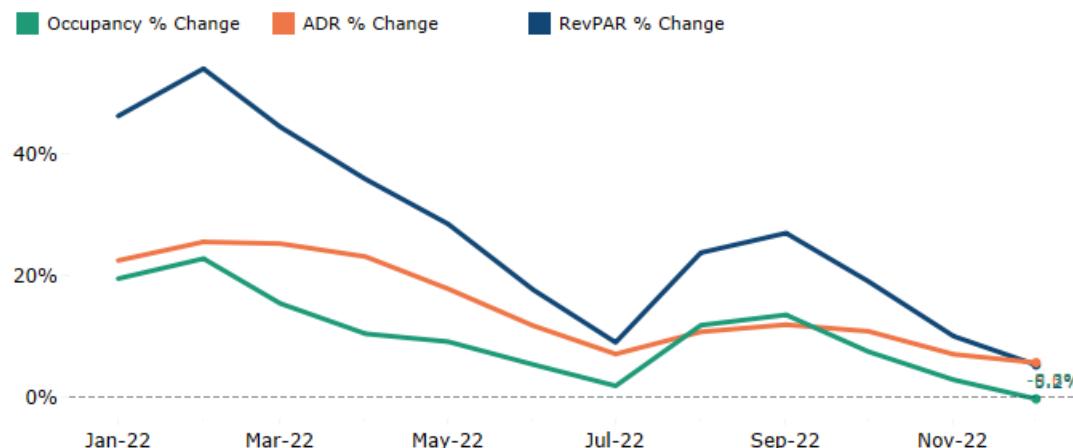
Hotel Performance					
	Occupancy	ADR	RevPAR	Supply	Demand
December 2022	46.0%	\$109	\$50	3.3M	1.5M
Change vs. Previous Year	▼ -0.3%	▲ 5.6%	▲ 5.2%	▼ -0.4%	▼ -0.7%
Year-to-Date	56.4%	\$116	\$65	39.3M	22.1M
Change vs. Previous Year	▲ 9.0%	▲ 13.2%	▲ 23.3%	▲ 0.5%	▲ 9.6%
					▲ 24.0%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
December 2022	32.6%	\$198	\$65
Change vs. Previous Year	▼ -20.7%	▲ 7.7%	▼ -14.5%
Year-to-Date	39.7%	\$211	\$84
Change vs. Previous Year			

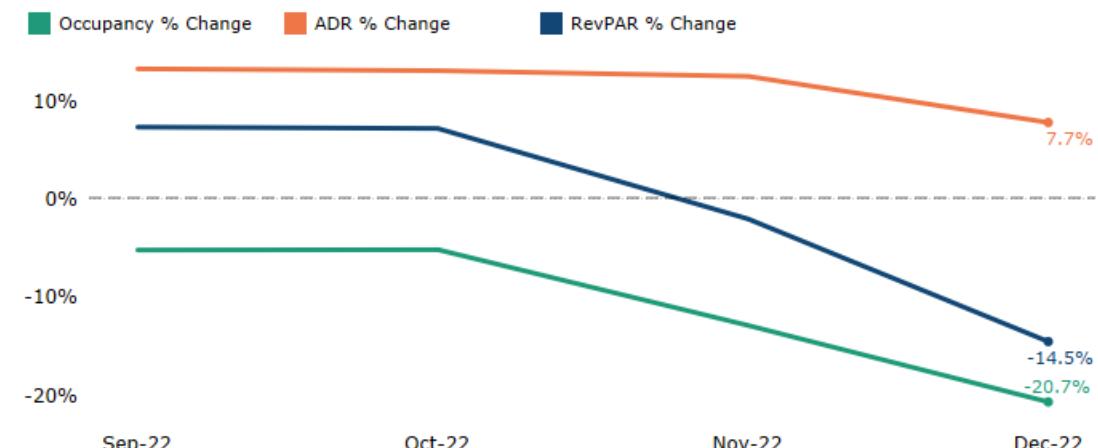
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

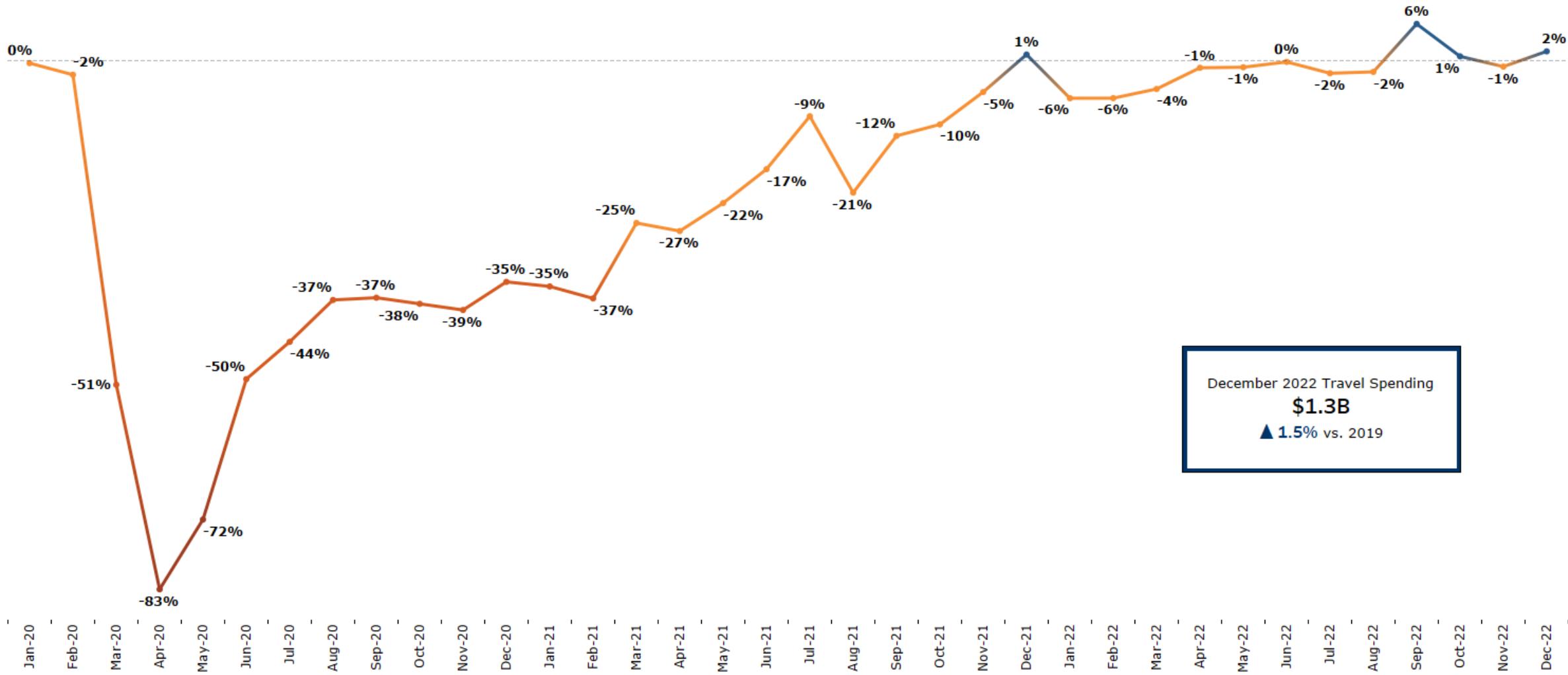


Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021.

Travel Spending in Missouri

% Change from the same month in 2019



December 2022 Travel Spending
\$1.3B
 ▲ 1.5% vs. 2019

Calendar Year-to-Date

Jan 2023 Visits
162.0K
▼ -5.0% YOY



Top Content

thats-my-mo	40%
things-to-do	19%
Home page	12%
articles	10%
events	5%

Fiscal Year-to-Date

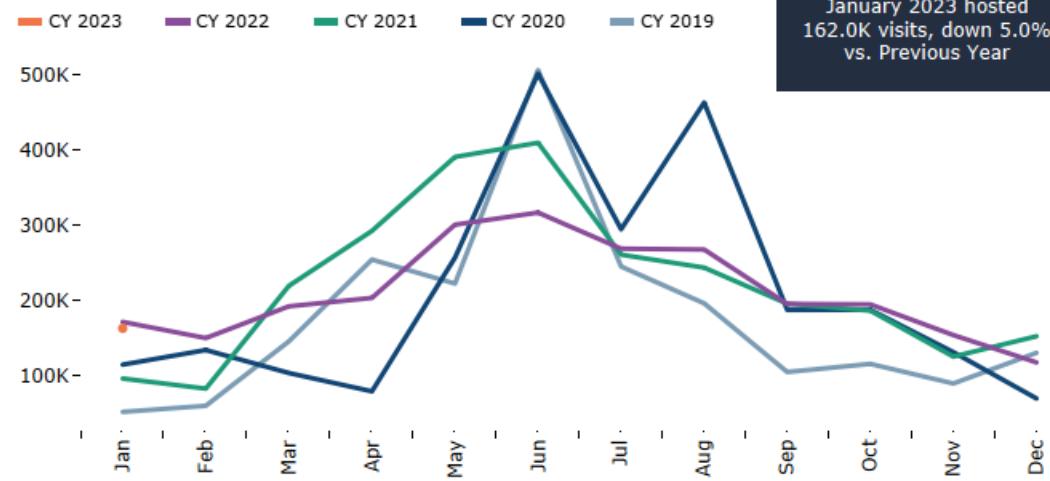
Jul-Jan FY2023 Visits
1.4M
▲ 1.9% YOY



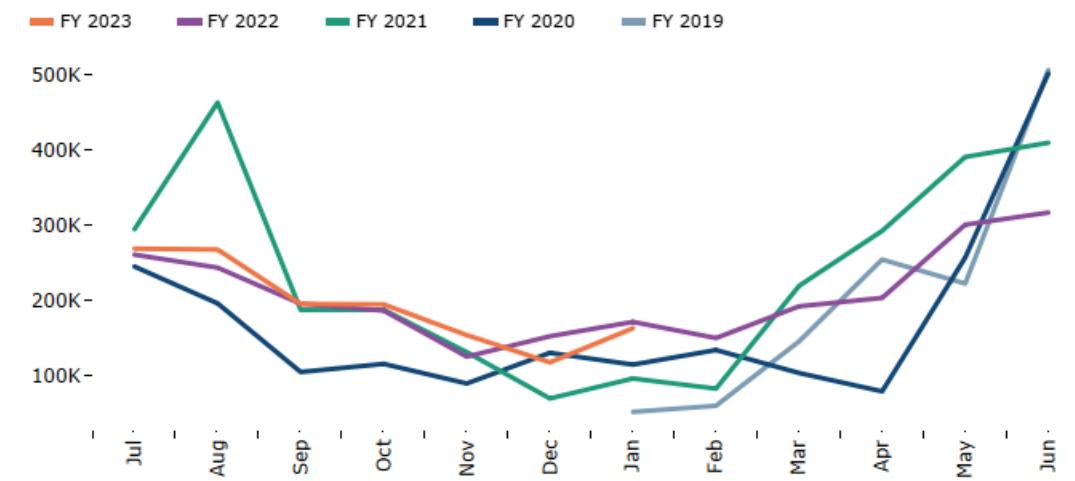
Top Content

thats-my-mo	35%
things-to-do	21%
articles	8%
events	8%
Home page	6%

Calendar Year Visits to VisitMO.com by Month



Fiscal Year Visits to VisitMO.com by Month

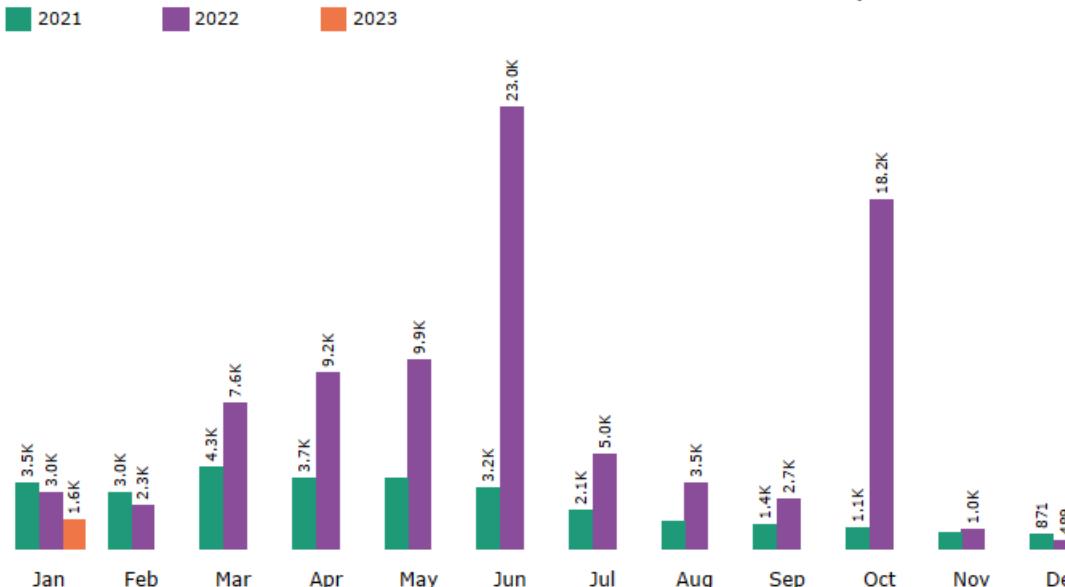


Travel Guide Fulfillment

January 2023
1.6K
▼ -46.8% vs. STLY

Jan 2023
1.6K
▼ -46.8% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



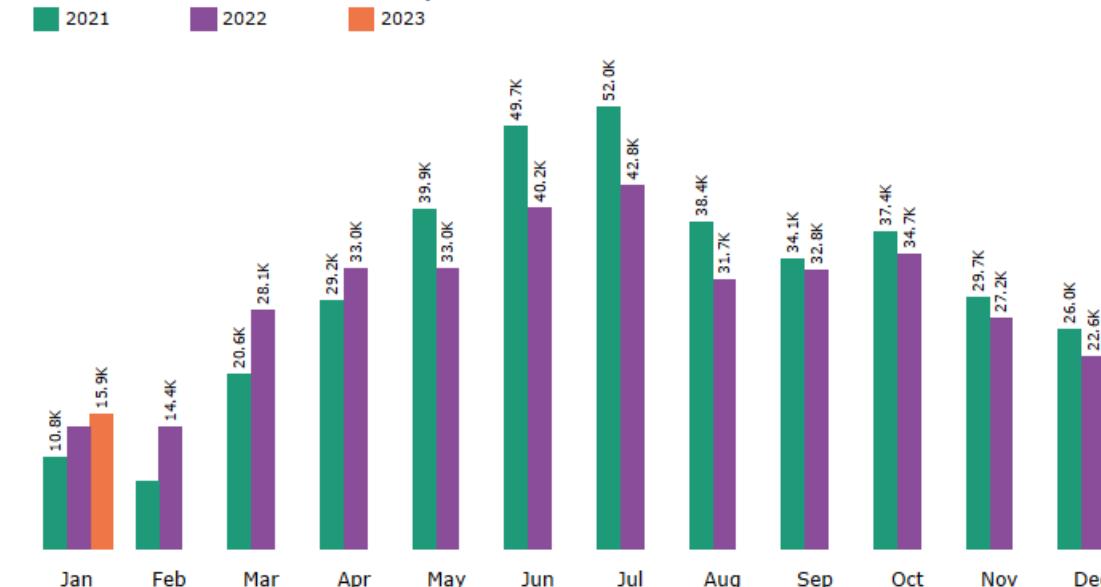
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

January 2023
15.9K
▲ 10.7% vs. STLY

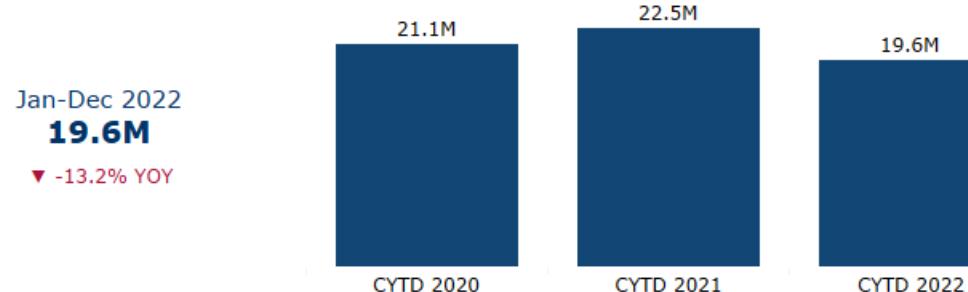
Jan 2023
15.9K
▲ 10.7% vs. STLY

Welcome Center Visits by Month

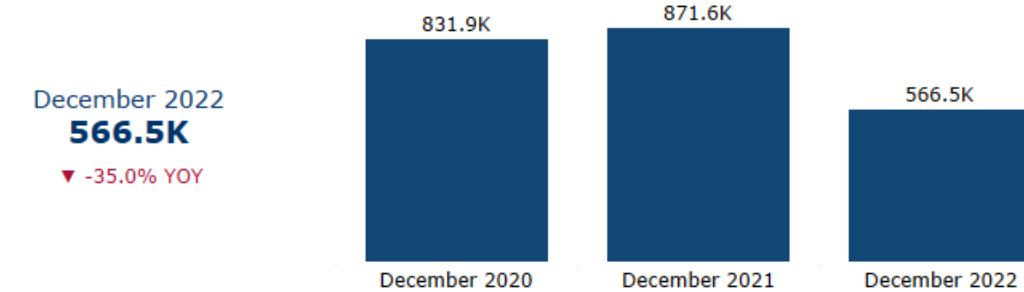


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday - Monday. On 2/16/2021 the centers switch to being open only Tuesday - Saturday. On 4/11/2021 the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021 the centers started opening 7 days a week.

Calendar Year-to-Date Visitation

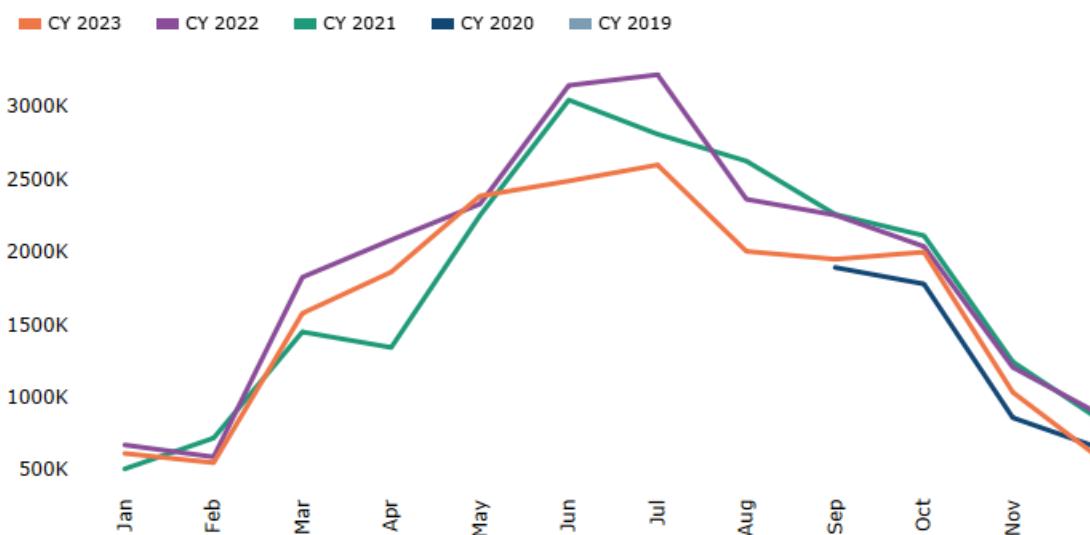


Monthly Visitation



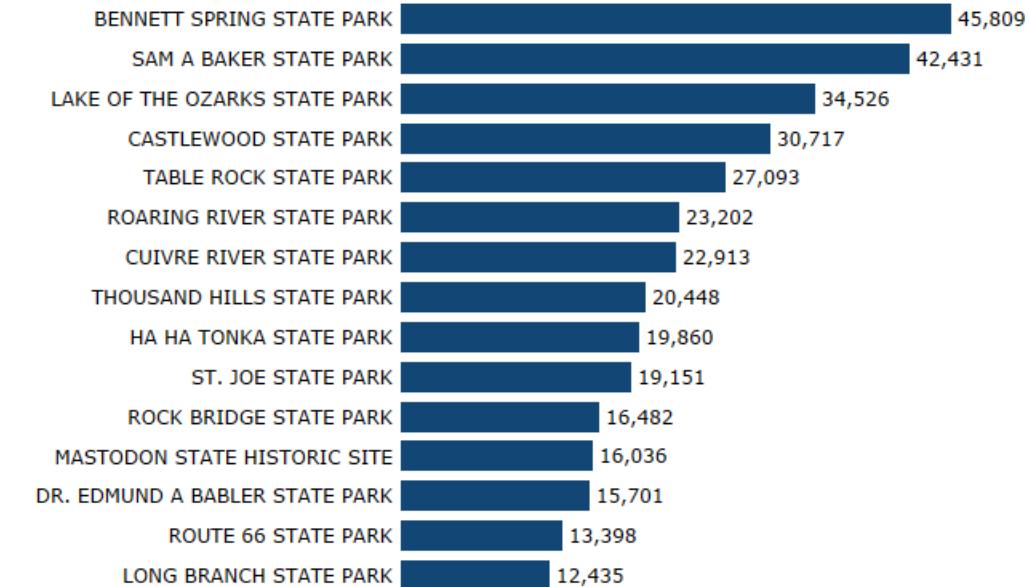
State Parks Visitors by Month

All Missouri State Parks

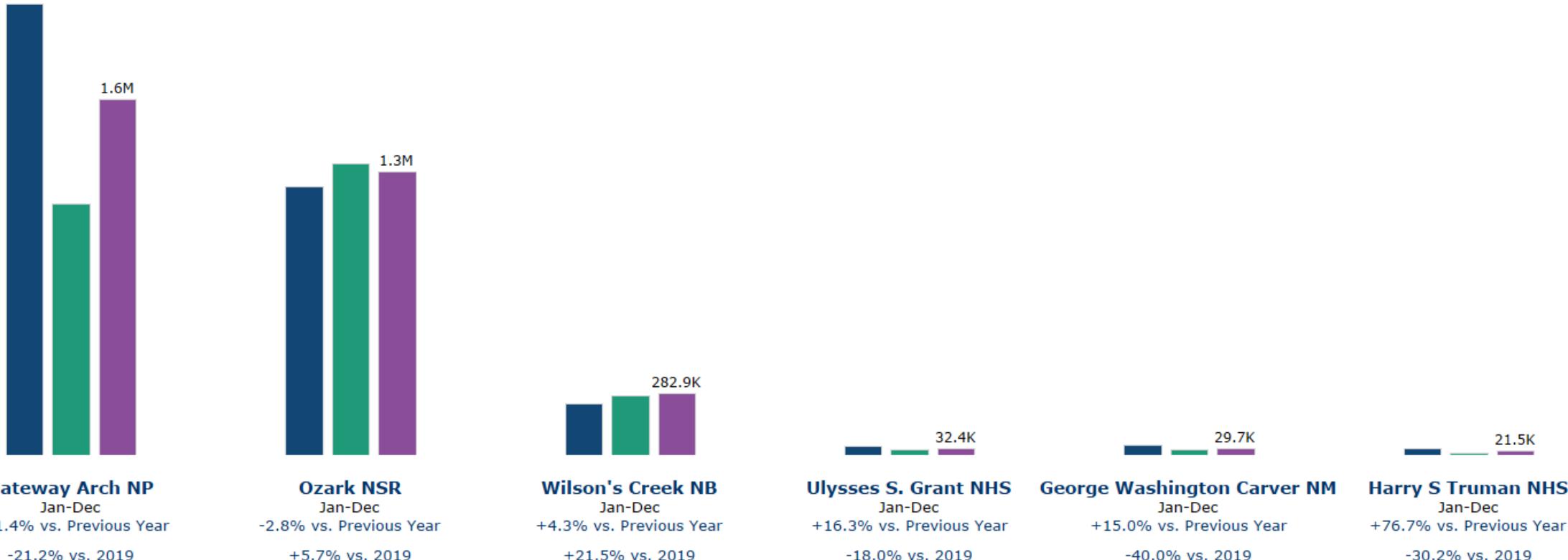


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in December 2022



Attendance by Park

 2019
 2021
 2022


Note: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations.

Missouri Throughput by Airport

December 2022

Month
December 2022

State
Missouri

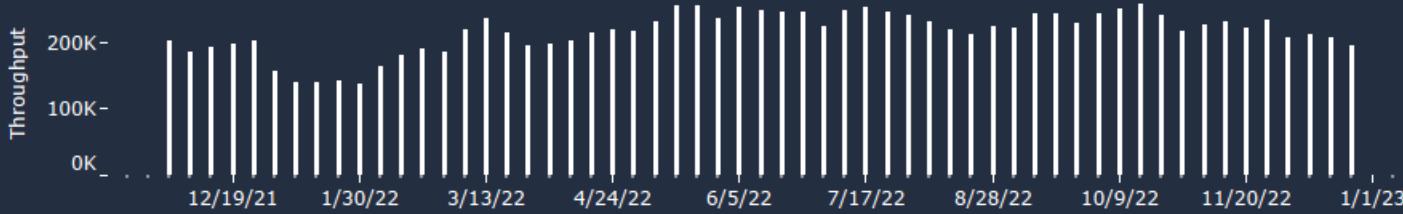
State

Airports

Raw Data

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2019

	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
St. Louis Lambert International	-8%	-7%	-3%	-6%	-6%	-15%
Kansas City International	-18%	-15%	-7%	-10%	-4%	-17%
Springfield/Branson National	-16%	-10%	-2%	-1%	-4%	-9%
Columbia Regional	-36%	-35%	-33%	-33%	-45%	-38%
Joplin Regional	-60%	-61%	-62%	-62%	-62%	-74%
Cape Girardeau Municipal	-41%	-49%	-43%	-71%	-50%	-31%
Waynesville Regional	23%	12%	47%	14%	-5%	-31%
Kirksville Regional	-18%	-6%	-10%	-11%	-26%	-30%
Branson Airport	-33%	-78%	-95%	-100%	-100%	

Map View of Airports

December 2022, % change relative to 2019

Click on airports to sort Throughput by Week chart

